Canadian Warmblood Improves Member Services with Launch of New Website

By Barbara Daley

In recent weeks, the Canadian Warmblood Horse Breeders Association (CWHBA) launched the first phase of its new website. Long awaited, the site boasts a clean new look and is powered by up-to-date dynamic database technology.

As many CWHBA members know, the majority of the programs offered by the Association are driven by volunteer manpower. Once finalized, the website will be no different. Designates from each provincial Chapter will be able to update the site with current information on inspections and other events of interest to breeders in their area, in a timely and relevant fashion.

“Communication is key to the success of any organization”, said Chris Gould, President of Canadian Warmblood. “I am excited about the new site, I hope it will provide a much needed communications focal point for warmblood breeders in Canada. It is a reflection of our continued growth and expanding functions and services.”

There will continue to be links to the many programs offered by the association, such as the long running Fall Classic Breeders Sale, and its younger high-tech offshoot, the Online Foal Auction.

Enhanced marketing segments in the site support the Export Marketing initiatives which are championed by Equine Canada’s Breeds & Industry, while links to stallion information will become more accessible than ever.

International visitors to the site will come to appreciate the cultural diversity within Canada, as they visit each Provincial Chapter’s dedicated page. An outline of the history and unique geography these breeders share with prospective buyers of Canadian Warmblood horses, lend perspective to the benefit of ‘buying Canadian’.

To view the website, visit www.CanadianWarmbloods.com. Watch in the coming months as this new foundation bears the growth of more enhanced web communications.

Second Online Foal Auction Results in Happy Customers

By Barbara Daley

While the concept of an Online Foal Auction is challenging for many, the idea was readily embraced by several consignors across Canada. A total of 35 horses were offered through the unique sales format. All of them were weanling foals. While Canadian Warmblood Horse Breeders Association was the host to the sale, consignments were accepted from owners of Canadian bred foals.

Individual profiles of each foal were added to the dedicated auction website as they were accepted, and the bidding went live on September 7th through to the 23rd. Prospective buyers were able to bid in a traditional format, or they were able to take advantage of a special BUY NOW feature. By doing so, they accepted the posted sale price to ensure the purchase was executed promptly.

One foal who sold through this method was Xcelsior, a Canadian Warmblood colt by Tramino and out Marakesh, a daughter of the Dutch Warmblood stallion Wodan. The
foal was consigned by Marilyn Powell on behalf of the breeder Karl Fried.

“Tamara had been looking for a dressage colt and was seriously considering importing,” said Powell of the successful buyer. “She had been looking for a long time and was in the process of buying in Germany. She came, looked at the foal yesterday, and saw exactly what she had been looking for.”

Before finalizing commitments to purchase these horses, the winning bidders arrange for a pre-purchase exam from the veterinarian of their choice within a specified timeframe. Once that is complete, and they supply full payment directly to the seller, the foal is free to ship to its new destination.

In advance of that, foals stay in their home location. Buyers are able to assess the foals online, with photos featuring their conformation and video clips demonstrating their movement. Where geographically feasible, prospective buyers are encouraged to visit the foals by arranging an appointment with the seller.

Recognizing that this new format may not solicit consistently robust bidding activity, additional sale support is provided by continuing to feature the profiles of all foals, along with contact information of the sellers, on the website – www.OnlineFoalAuction.com - for the months following the sale. Through this, additional sales are achieved with good results for both sellers and buyers.

The Statistical Growth & Development of the CWHBA

by Jennette Coote

First Registrations occurred in 1993 since this time the organization has experienced a 262% increase in membership. Registration numbers in 13 years have increased from 89 to 5071 an increase of 4965 registrations. 2005 stats indicate that the membership owns 8.8 registered horses per member certainly an indication of strong breeding activity.

Stud Book entries which represent warmblood horses from the CWHBA registry, warmblood horses from other registries, and TB's, Arabs and mares of other breeds have increased from 103 to 2360 a total increase of 2257 horses. Eliminating the 238 stallions that have been entered this leaves an entered mare population of 2122 entered mares. Of this population of entered mares 873 are CWHBA warmblood mares of 50% or greater warmblood breeding produced from the stallions in the book, leaving an entered mare population of warmblood and other breeds of 1249 mares. Of the CWHBA mares as of 2004 stats: we had 171 mares entered in the 4th generation Main Mare book indicating % warmblood of 7/8's or greater, an increase of 156 4th generation mares in 13 years that are old enough to be inspected at 3, and have been presented to an inspection. Similar increases are experienced in all the ascending % books which indicate that the membership is continuing to select and breed warmblood daughters, looking to increase the % warmblood in their mare herd.

Transfers are a strong indication of economic activity. Since 1993 the CWHBA organization has transferred 7173 horses, taken at an average value of $12,365 (this value is the average of the 05 Elite Warmblood sale in Ont and the Fall Classic Breeders Sale in Ab) this transfer rates indicates a value of $88,694,145. Since the start of the organization. The 600 plus transfers in 2005 at the average $12,365 generated $9,483,955. Export sales have continued in growth since 1993 as well. From a beginning of 2 export sales the organization has now sold 414 export horses, which represents 8.2% of the registered CWHBA population. Growth in Export sales has been between 10-20% per year.

Comparing prices received and pedigree of horses from the Fall Classic Breeders Sale, in 1997 10% of the horses consigned were second generation warmblood or more (they had to be 50% warmblood or an approved TB or AA mare bred to a warmblood stallion to be accepted in the sale) the average price was $4680. In 2006 67% of the horses consigned were second generation warmblood or more and the average price was $8589. This indicates major activity from breeders continuing to breed more warmblood in their programs and indicates that the buying public is prepared to pay 46% more for horses with greater warmblood content.